



WKMG

# ORDER

Flight Dates 09/18/12-09/27/12

Contract / Revision 258491 /  
Original Date / Revision 09/06/12 09/06/12  
Advertiser **POL/American Crossroads**

Agency **Crossroads Media, LLC**  
Buying Contact  
66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

Product **AMERICAN CROSSROADS**  
Agency Com 15%  
Billing Contact  
66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

Sales Office PHI  
Sales Region NAT  
Agency Ref

Order Sep 00:15:00  
Estimate # 952  
Alt Order # 06306442  
Billing Type Cash  
Order Type GENERAL  
Billing Cycle EOM/EOC  
Billing Calendar BROADCAST  
Demographic A35+  
Rev Codes AGY POL ISSUE  
Product Codes PL-Issue  
Priority P-3  
Advertiser Ref

Primary Account Executive  
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 48000

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	6	\$40,800.00	\$48,000.00	0.00	08/27/12	09/26/12	6	\$40,800.00	\$48,000.00
Totals	6	\$40,800.00	\$48,000.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	09/21/12	09/21/12	Fri Prime 10p Blue Bloods	CM	10-11p	----1--	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----1--					1	\$7,000.00		0.00			
E 2	WKMG	09/25/12	09/25/12	Tue Prime 8p NCIS	CM	8-9p	-1-----	:30	1	\$18,000.00	P-3	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-1-----					1	\$18,000.00		0.00			
E 3	WKMG	09/18/12	09/18/12	Tue 2 Hour Special Tue 2 Hour Special	CM	various	-1-----	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-1-----					1	\$7,000.00		0.00			
E 4	WKMG	09/26/12	09/26/12	Wed Prime 9p Criminal Minds	CM	9-10p	--1----	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

													Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
E 4	WKMG	09/26/12	09/26/12	Wed Prime 9p Criminal Minds	CM	9-10p	--1----	:30	1	\$7,000.00	P-3	0.00 NM	1	\$7,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	--1----			1		\$7,000.00		0.00				
E 5	WKMG	09/26/12	09/26/12	Wed Prime 10p CSI	CM	10-11p	--1----	:30	1	\$7,000.00	P-3	0.00 NM	1	\$7,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	--1----			1		\$7,000.00		0.00				
E 6	WKMG	09/22/12	09/22/12	Sat Prime 8p Crimetime Sat 8p	CM	8-9p	-----1-	:30	1	\$2,000.00	P-3	0.00 NM	1	\$2,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----1-			1		\$2,000.00		0.00				
													Totals	6	\$48,000.00